Itron

LOGO **BRAND STANDARDS**

about this guide

This guide is designed to fuel your creativity, spark ideas and help you create stories and brand experiences that reinforce our core vision of resourcefulness. This document provides guidance that encourages creative freedom while ensuring consistency across multiple channels.

This is a record of everything we are using to create the next stage of our evolution as a company, an industry leader and a brand.

who
we
are

OUR PURPOSE AND VISION

Itron is dedicated to creating a more resourceful world. We believe that the way energy and water are managed will define this century. By working with our customers to ensure their success, we can improve the quality of life, ensure the safety and promote the well-being of people around the globe.

WHAT WE DO

Itron enables utilities and cities to safely, securely and reliably deliver critical infrastructure services to communities in more than 100 countries. Our proven portfolio of smart networks, software, services, meters and sensors helps our customers better manage energy and water for the people they serve.

THE ITRON VALUE PROP

We enable utilities and cities to better serve customers and communities, drive down costs and deliver new services and revenue opportunities.

We invent new ways for cities and utilities to work together so they can cost-effectively leverage the same infrastructure to deliver multiple services and applications on a reliable, intelligent network capable of serving all of their customers.

From the intelligent, secure and resourceful delivery of energy and water services to well-lit and monitored streets, we work with our customers to improve the quality of life, ensure the safety and promote the well-being of millions of people around the globe.

WE ARE ITRON.

tone
+
voice

IT'S OUR TIME TO SHINE

As we evolve our identity, we have a chance to reintroduce ourselves to our customers, the industry and the world in general—amplifying the company that we are today and where we're going, not just who we were and where we've been.

With our refreshed brand identity, we have a chance to build a more emotional foundation to who we are and what we do—to lend credibility to a longer-term vision that's rooted in reality, not industry hype.

Our "look and feel" is a critical component of this, but so too are the words we use to describe ourselves. The following sections will help familiarize you with what Itron "sounds like." When we speak, this evolution must be clear. Our audiences need to hear our confidence and expertise, our humanity and energy, our thoughtfulness and perspective, and our passion and sincerity.

Communicating consistently in this tone of voice is essential to establishing trust with our customers, leading the industry forward, and achieving our goals of financial success and creating a more resourceful world.

For more information about key corporate messaging, visit brand.itron.com and look at our company and product messaging platforms.

tone + voice

WHEN WE COMMUNICATE, WE ARE:

Direct

Our technology is powerful and multi-faceted—and sometimes comes across as complex. Simplify the message and the make our solutions less intimidating.

Stay on point when talking about product—too many concepts confuse the message.

Tailor your words to the most important points for your audience. Use language that is direct and devoid of hype.

Human

Our reach as a company is far and wide. But we're made up of real people. Speak in a way that connects with others as humans, not robots or a faceless corporation.

We are positive, approachable and responsive. Our tone of voice is spirited and alive, not stuffy or corporate.

Be conversational yet professional. Be educated and insightful but never arrogant.

Don't be afraid to be personal and use the words "we" and "you." Speak to our customers, not about them.

Thoughtful

Itron is truly seen as a leader, and with that position comes responsibility and a sense of professionalism we all must embrace. We have a legacy of success that made us who we are and shapes who we will become.

We put our expertise to use. We are forward-thinking and progressive. We show insight into how our solutions can create business value and outcomes for our customers.

Our leadership position is not one of arrogance, however. It's approachable, open and honest.

Sincere

We build strong relationships with customers by demonstrating that we understand their needs better than anyone else, and are willing to work with them to arrive at the best possible solution.

We are passionate about what we do and believe our company can make a difference.

Be aware of and foster relationships to help reassure our customers that we're here for them today and we'll be here tomorrow.

logo

Our logo is the most recognizable and important element of our brand. It is our stamp of approval. It is our signature of authenticity, a symbol of all that we work for and towards. Respect this mark and be sure to never stray from the logo treatment guidelines.

**This is an extremely valuable asset.**

You are a trusted steward.

THE LOGOTYPE

This is the approved, official Itron logotype. No other renderings, formats or versions are acceptable. Only approved electronic artwork should be used to reproduce the logotype. The red is Pantone 485c and the yellow is Pantone 123c. No other substitutes are permitted.

CLEAR AREA

When applying the logotype, it is essential to leave a measured amount of clear space around the logotype to maintain optimum readability. Always maintain at least a minimum of **.5x** of breathing room around the logotype. Keep this area clear of other elements such as text, rule lines, and page edges.
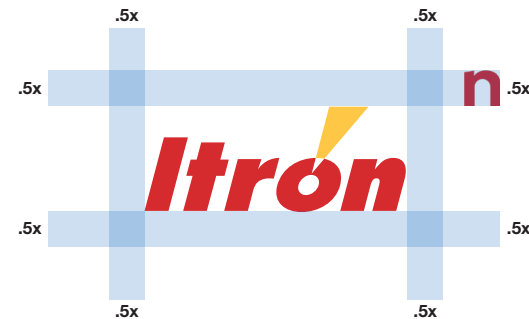
n = .5x

Smallest logo size:

0.375" (9mm)

COLOR OPTIONS

Shown here are the only approved color options for the logotype. The Itron logotype may not be reproduced in any other color.

Full Color: Red is Pantone 485c, yellow is Pantone 123c

Red - Pantone 485c

Black

White


White + Pantone 123c

BACKGROUND LOGO PLACEMENT

The logo can be used on many types of backgrounds. To maintain legibility, make sure there is proper contrast between the logo and the background. This applies to solids, photographic or video. If you have any questions please a marketing graphics team member.

SOLID BACKGROUND EXAMPLES THAT ARE ACCEPTABLE

PHOTOGRAPHIC BACKGROUND EXAMPLES THAT ARE ALL ACCEPTABLE
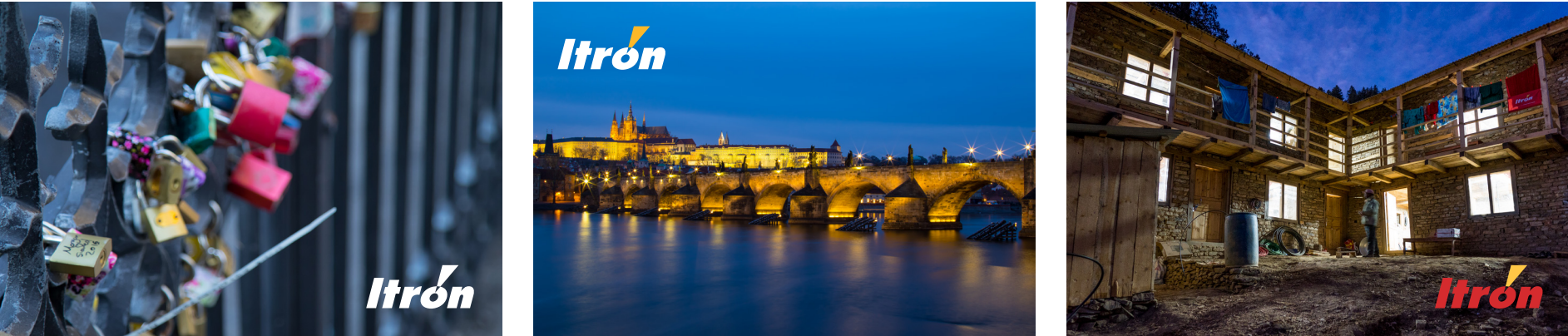
VIDEO BACKGROUND EXAMPLES THAT ARE ALL ACCEPTABLE

color

Color is one of the most recognizable elements of any brand. Over the years we've built brand equity and recognition in the core red and yellow that comprise our logotype. This standard will continue.

We've augmented these core colors with an extended palette that is consistent with our brand voice and attributes and that gives us the creative freedom to spark an emotional response in our audience. We strive for creative work that can create tension, soothe the soul, and even emotionally inspire.

Work that, in the end, is unmistakably Itron.

If you are unsure of a color application please ask a Corporate Marketing Creative Services team member.

APPROVED PANTONE COLORS:

PANTONE®
485 C

RGB	218-41-28
HEX/HTML	DA291C
CMYK	0-95-100-0

PANTONE®
123 C

RGB	255-199-44
HEX/HTML	FFC72C
CMYK	0-16-89-0

PANTONE®
144 C

RGB	237-139-0
HEX/HTML	ED8B00
CMYK	0-49-100-0

PANTONE®
5757 C

RGB	109-113-46
HEX/HTML	6D712E
CMYK	32-17-89-46

PANTONE®
583 C

RGB	183-191-16
HEX/HTML	B7BF10
CMYK	24-0-99-6

PANTONE®
584 C

RGB	210-215-85
HEX/HTML	D2D755
CMYK	17-0-75-0

PANTONE®
2577 C

RGB	167-123-202
HEX/HTML	A77BCA
CMYK	39-56-0-0

PANTONE®
297 C

RGB	113-197-232
HEX/HTML	71C5E8
CMYK	52-0-0-0

PANTONE®
300 C

RGB	0-94-184
HEX/HTML	005EB8
CMYK	100-56-0-3

PANTONE®
308 C

RGB	0-88-124
HEX/HTML	00587C
CMYK	100-10-0-52

PANTONE®
339 C

RGB	0-179-136
HEX/HTML	00B388
CMYK	79-0-60-0

PANTONE®
2597 C

RGB	92-6-140
HEX/HTML	5C068C
CMYK	82-100-0-4

PANTONE®
7648 C

RGB	153-30-102
HEX/HTML	991E66
CMYK	21-100-0-19

PANTONE®
Black 6 C

RGB	16-24-32
HEX/HTML	101820
CMYK	100-61-32-96

PANTONE®
Cook Gray 11 C

RGB	83-86-90
HEX/HTML	53565A
CMYK	63-52-44-33

PANTONE®
Cool Gray 8 C

RGB	136-139-141
HEX/HTML	888B8D
CMYK	44-34-29-10

PANTONE®
Cool Gray 4 C

RGB	187-188-188
HEX/HTML	BBBCBC
CMYK	24-17-15-0
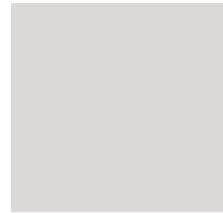
PANTONE®
Cool Gray 3 C

RGB	208-208-206
HEX/HTML	D0D0DE
CMYK	14-10-8-0

product marking

This section is about applying the Itron brand and product name, if applicable, to products in specific ways. These ways would cover all types of process from serigraph, laser writing, silk screen, thermal transfer and moulding.

PRODUCT MARKING "WITH" A PRODUCT NAME

Product marking is specified for all types of process: serigraphy, laser writing, silk screen, thermal transfer printing and moulding.
The basic brand elements to appear are:

> the Black Itron logo
> the vertical thin line - if applicable
> the product name - if applicable

Itron | ACE6000

Logo Color

For both logo and product name, colors should be either black or white. Black is to be used on a light background and white is to be used on a dark background.

Product Font

Arial (PC and Macintosh) - the font size is specified in the template that is available.

Template

An Adobe Illustrator template is available for this type and logo treatment. Please ask Brian Rounds at brian.rounds@itron.com.

## PRODUCT MARKING "WITHOUT" A PRODUCT NAME

Product marking is specified for all types of process: serigraphy, laser writing, silk screen, thermal transfer printing and moulding.
The basic brand elements to appear are:

> the Black Itron logo

Samples:

In each case below the logo "clear area" is observed. The red line around the logo is just an indication of this, the red line is never printed.
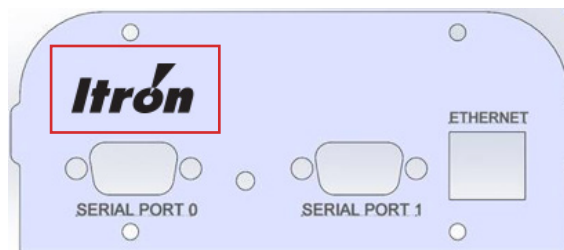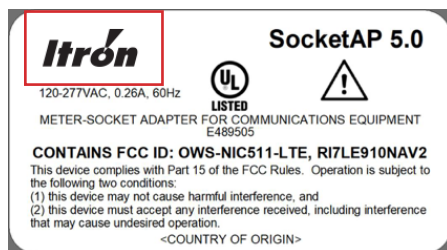
logo
co-branding

These co-branding guidelines illustrate the correct usage of the Itron corporate identity as it appears in partnership relationships when producing collateral, print ads, logo wear and trade shows, etc.

Please note that all of the examples shown in these guidelines use the regular Itron logo. The key is the "clear area" around the logo.

If a specific example is not covered please consult a Corporate Marketing Creative Services team member for information or approval.

logo

## co-branding design principles

Clear Space

When the Itron logo is presented with another mark, please follow the minimum clear space guidelines outlined on pages 3 and 4 of this document. If possible, allow for additional clear space between co-branded logos so that each appears as an impactful and individual element within the application.

Optical Size

Because every logo is different, co-branded logos should be sized based on their weight (density) as well as by their size (measurement). Optically, the Itron logo should have as much presence as Partner logos.

Central Axis Alignment

When co-branded logos are optically sized, they may not share precise points of alignment (such as a common baseline). Co-branded logos should always align to a central axis. This axis may be horizontal or vertical, based on the arrangements.
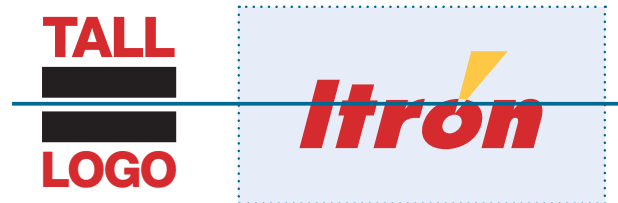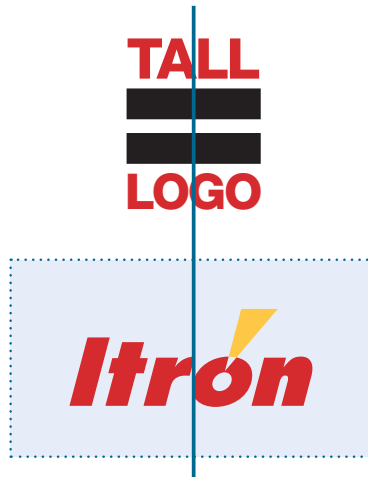
logo
co-branding side by side

TALL LOGO

Itron

Whether the logo is tall, wide or boxy, this example demonstrates co-branding with a logo that is vertical in weight or orientation. When the Itron logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Itron logo and Partner logos should correspond in density. Logos should always align along a central axis (in this example, the alignment follows a horizontal axis).

Note that certain co-branded layouts may benefit from additional clear space.

logo

co-branding stacked

TALL
=
LOGO

Itron

Whether the logo is tall, wide or boxy, this example demonstrates co-branding with a logo that is vertical in weight or orientation. When the Itron logo is presented with another mark, please follow the logo clear space recommendations.

Co-brand logos should relate in optical size. The Itron logo and Partner logos should correspond in density. Logos should always align along a central axis (in this example, the alignment follows a vertical axis).

Note that certain co-branded layouts may benefit from additional clear space.

type

Itron is an industry leader with a long and respected heritage. This reputation calls for a classic look that's impervious to trends and that will serve as a trusted messenger of Itron's voice.

With that in mind, we've chosen Helvetica Neue as our corporate font.

With its clean letterforms and consistently modern appeal, Helvetica Neue is a timeless and classic typeface.

BRAND APPLICATIONS

Itron uses Helvetica Neue LT STD from Adobe. It is a cross-platform OpenType font set with a wide variety of weights and faces to choose from. In most instances, you should work with the four below. It creates consistency and simplicity.

HELVETICA NEUE FAMILY:

35 Thin Helvetica Neue	37 Thin Condensed Helvetica Neue
45 Light Helvetica Neue	47 Light Condensed Helvetica Neue
55 Roman Helvetica Neue	57 Condensed Helvetica Neue
65 Medium Helvetica Neue	33 Thin Extended Helvetica Neue
75 Bold Helvetica Neue	43 Light Exended Helvetica Neue
85 Heavy Helvetica Neue	53 Extended Helvetica Neue

55 ROMAN sample:

1234567890 !@#$%^&*()_+
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

OFFICE APPLICATIONS

Itron uses Arial for office applications such as Microsoft® Word, Excel and PowerPoint.

Arial Regular
**Arial Bold**
Arial Narrow

illustrate

Illustrations are used to simply and clearly communicate statistics, complex diagrams or concepts where a simple photograph does not suffice.

Icons can be found on our digital asset management tool: **itron.widencollective.com.**

ILLUSTRATIONS

Icons have been simplified and flattened, and can be used with any color in the brand palette. Icon templates are available on request.
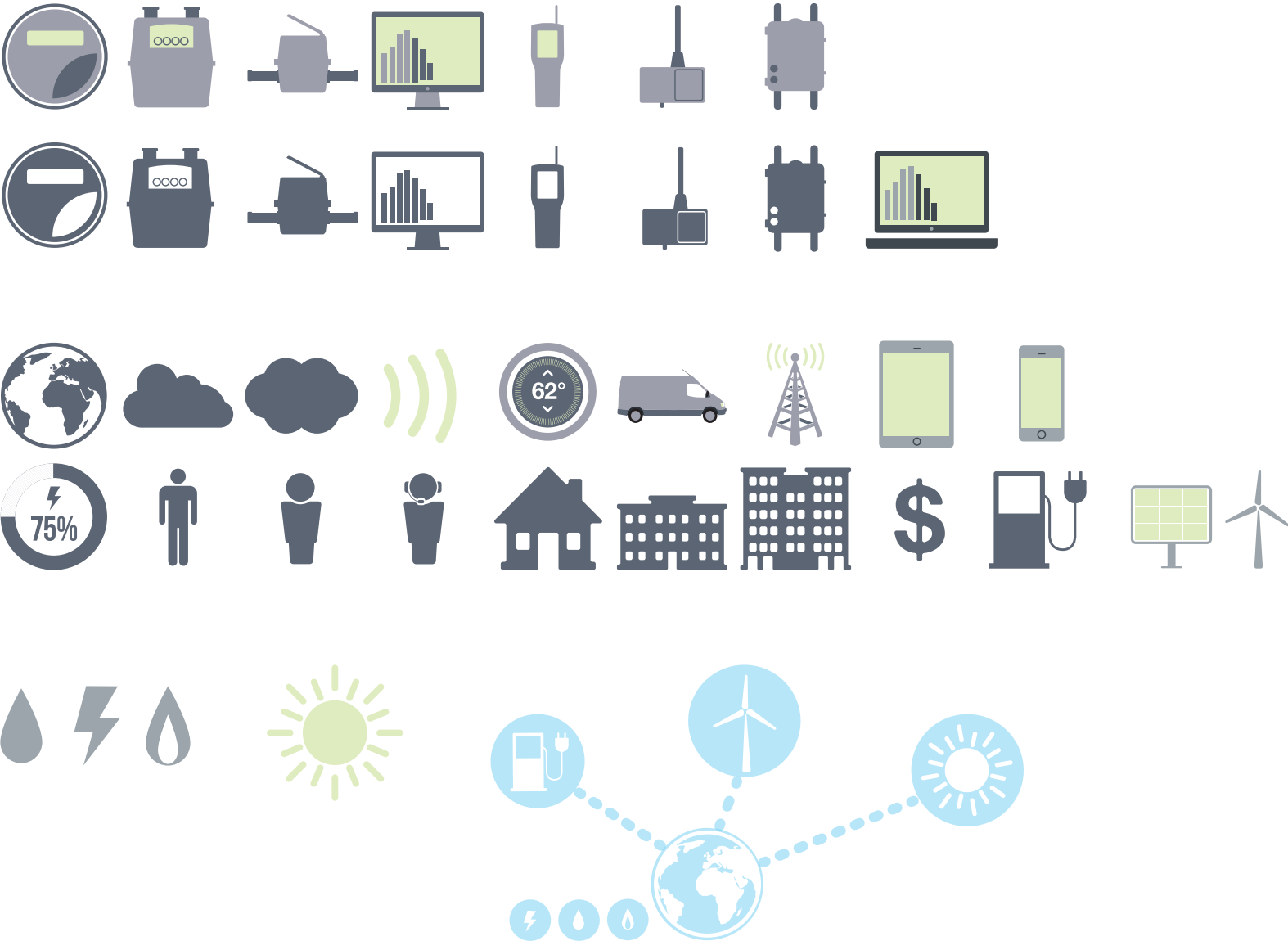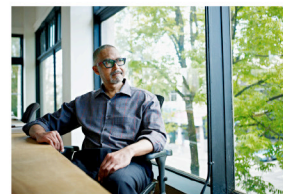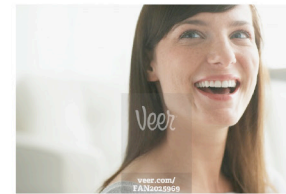
photos

Photography plays a key role in our corporate messaging narrative in a variety of mediums.

Black-and-white photography or full color can be use to convey honesty and simplicity, placing the visual emphasis on the subject and the interplay of light and shadow.

All use of stock photography has to be approved by a Corporate Marketing Creative Services team member.

PHOTOGRAPHY - Portraits

Portraiture should be candid, using natural light where possible. Expressions and compositions should not appear forced or contrived. You can check Widen, our digital asset management tool, for photos that might fit your need. **NOTE:** Stock images shown in this guide are style examples only, they may not be suitable for production materials.
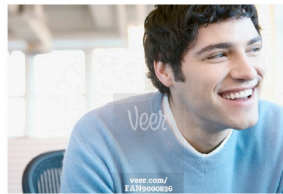
PHOTOGRAPHY - Solutions

Ideally, solution photography should include people interacting with the featured solution. However, metaphorical imagery is acceptable when necessary. In either case, photos should never appear overly composited or fake. Simplicity in composition and subject matter is imperative. You can check Widen, our digital asset management tool, for photos that might fit your need. **NOTE:** Stock images shown in this guide are style examples only, they may not be suitable for production materials.
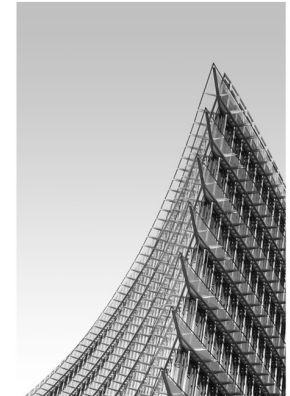
branded merchandise

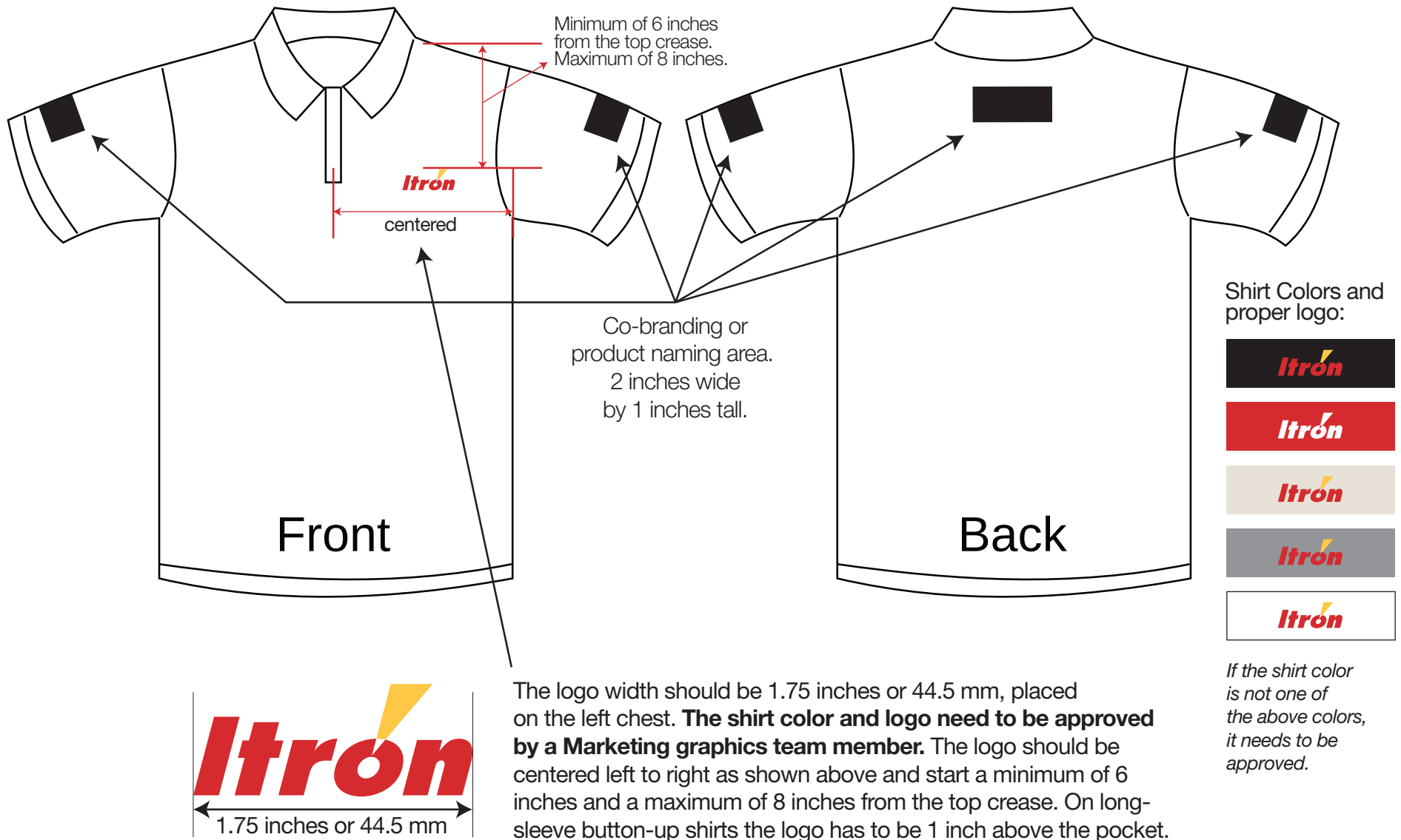As individuals who are responsible for creating Itron clothing and premium gifts, you are uniquely positioned to ensure that the Itron brand is consistent and impactful across all items distributed to customers and employees.

This includes logowear and any merchandise to which the Itron brand is affixed. Please follow the logo guidelines and make sure you get an approval proof before going to production.

Polo Shirt or T-Shirt

Minimum of 6 inches
from the top crease.
Maximum of 8 inches.

Itron

centered

Front

Co-branding or
product naming area.
2 inches wide
by 1 inches tall.

Back

Shirt Colors and proper logo:

Itron

Itron

Itron

Itron

Itron

If the shirt color is not one of the above colors, it needs to be approved.

Itron

1.75 inches or 44.5 mm

The logo width should be 1.75 inches or 44.5 mm, placed on the left chest. **The shirt color and logo need to be approved by a Marketing graphics team member.** The logo should be centered left to right as shown above and start a minimum of 6 inches and a maximum of 8 inches from the top crease. On long-sleeve button-up shirts the logo has to be 1 inch above the pocket.

Baseball Cap or similar

centered

Itron

Front

Back

1.25 inches from the base of the cap to the bottom of the logo.

Co-branding or product naming area. 2 inches wide by 1 inch tall. Positioned .5 inches above adjustable arch.

Above are various cap colors and proper logos placed on each. On some caps there can be a couple of different logo colors that may be appropriate. Please contact Brian Rounds in Corporate Marketing for approval prior to production.

Itron

1.75 inches or 44.5 mm

The logo width should be 1.75 inches or 44.5 mm. **The cap, color and logo need to be approved by a Marketing graphics team member.** The logo should be centered left to right as shown above and start a minimum of 1.25 inches from the base of the cap to the bottom of the logo.

Water Bottle or Coffee Cup

centered

centered

Front
area

centered

centered

Back
area

Co-branding or product naming
area. 1.5 inches wide by 1 inch tall.
Centered left to right and top to
bottom in the approved printable
area as shown above.

centered

Front
area

centered

centered

centered

Back
area

1.5 inches or 38.1mm

The logo width should be 1.5 inches or 38.1mm. **The bottle or cup, color and logo need to be approved by a Marketing graphics team member.** The logo should be centered left to right and top to bottom of the approved printable area as shown above.

Thank you for taking the time to familiarize yourself with our brand guidelines. Please understand that this is a living document. As the Itron brand continues to evolve, we will refine these guidelines to keep pace. With that in mind, your feedback is essential. Please feel free to contact us with any questions or concerns.

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